



# *Side Hustles*

**For Beauty Pros**

Presented By:

**ELITE BEAUTY SOCIETY**

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## The Go-To Guide for Beauty Pro Side Hustles—Everything You Need to Know to Kickstart a Successful Side Gig

So—you're startin' to think about a side gig, huh?

Listen, if you're loving your beauty pro main gig but are seeking something a little more, know this—you're not alone. As a qualified, high-quality, and kickass beauty professional, cosmetologist, nail tech, esthetician, and beyond you probably already know that the world of opportunity in your line of work is vast—and TBH, that's kind of an understatement.

The beauty industry offers pros like you a heck-ton of benefits—flexibility, solid salary, job security, creative outlets, and more. You know what else it offers you?

### The opportunity to be entrepreneurial.

That's where the sweet side gig argument comes into play. Here us out, you don't have to *hate* your main job to want a side gig. You can absolutely love what you're already doing **and still want something more**—that's kind of what kickstarted the side hustle movement to begin with.

Want to know more about it? Good—you're in the right place. This eBook is **all** about understanding beauty pro side hustles from the inside out. Consider this eBook a 101 guide to get started—inside, you'll out everything you need to know, from a breakdown of side hustles and some must-know benefits of investing in your own to examples of killer side hustles and advice on how to get them going.

So, what are you waiting for? Your side hustle won't start itself—it's time to take action, beauty pro, and this is a *great first step on your journey toward side-gig entrepreneurship.*



## Why Invest in a Side Hustle? The Benefits of Having Your Own Side Gig

You've probably heard of a side hustle before. In fact, you probably know a few people who are running their own little gigs on the side, but if you've ever stopped and wondered **why** they're working extra and adding more to their plate—or you're wondering why anyone would want to replace their downtime with some not-so-down time—this section of the book is for you.

To be totally honest with you, running a side gig can be a lot of work. Because of the nature of most side hustles, they have to be worked on and focused on during the time you're not working at your main job—so, your off-hours. That often means working your side hustle will eat into your sleeping time, resting time, exercising time, hanging-out-with-family time, hobby time, etc.

### Why would anyone want that?

The answer is different for everyone, but when it comes right down to it, we'd say it's because there are serious (like, really serious!) benefits to running an entrepreneurial side hustle.

### *Diversify Your Income*

To be straight up with you all, this is **the biggest, most common reason** that beauty pros decide to invest in a side gig. Being able to run your own business—your way—and diversify your current income isn't just smart, it's super financially safe. We're not saying that something unexpected—like the COVID-19 pandemic—is going to happen again, but the reality is *we can never really 100% know* what the future looks like. Many of us learned a hard-as-hell lesson in 2020 when COVID shut down salons, spas, and shops—having a side hustle that's creative and flexible can make an enormous difference for your income stream in those types of events **and** in your everyday, normal, nothing-bad-is-going-on life, too.

### *Chase Your Real Passion*

Let's say you work as a stylist—and you love it. *Like you really love it.* But you wouldn't necessarily say it's your passion. You don't want to give up your main gig—it's stable, you're happy, and you're doing great work—but you're really aching to chase your passion





for *\*whatever it may be\**. A side gig enables you to chase down that passion with everything you've got without having to give up a job you love, a job that's stable, or a job that'll set you up for the future. Despite what anyone might tell you, you absolutely **can find passion** in what you do—even if it's “just” your side gig.

### ***Find Your New Full-Time Gig***

If you're not totally loving your current beauty pro gig but you're not quite ready to make the full leap to something new, a side gig can be that easy, gradual path toward finding your new full-time job. With a side gig, you get the luxury of time, patience, and stability (because you don't give up your current full-time job) while you chase down your dreams—then, you can seamlessly move toward making your side gig your full-time gig.

### ***Expand Your Skills***

Monetize those hobbies (if you want!). While you def don't have to make money doing the hobbies you enjoy (sometimes it's nice to just do something that you love for *the sake of it*), you can totally set up a side gig where you're consistently expanding a skill set and learning new talents. Maybe you're a full-time MUA who wants to dabble in hair, nails, or skincare? Set up a little side gig to encourage yourself to expand those skills and invest in the things you think you might love.

### ***Be Your Own Damn Boss***

Not everyone's main job offers them the chance to be their own manager or boss—when you run a side gig, that could be *your reality*. Don't get us wrong, **not** being your own boss has plenty of perks too, but for those who are seeking some career freedom, want to do things their own way, and aren't interested in reporting back to anyone, side gigs are a must consider.

TBH, those are just a few of the **whys** behind investing in a killer side gig.

Everyone is different and has their own unique **why**—you'll have your own, too! If you can, set up a sidebar with some of your side gig friends and ask them their why, we're willing to bet there's a lot more behind it than you might initially think.



## Top 4 Need-to-Know Side Hustle Paths for Beauty Pros

Don't let this subheading fool ya—we might be listing our top 4, but there are so, so many more possibilities out there. The sky is the limit when it comes to the beauty industry, so if you **don't** see an idea you have listed out in this section, don't be discouraged. We're dropping a few basic but beautiful side hustle paths that we encourage you to think about—but get creative, do you, and follow your heart!

### *Beauty Pro Education*

Every side hustle out there has the potential for major payoff, but if you're a person who absolutely loves giving back, helping someone get a leg up, and setting someone else's dream in motion, then we imagine you're probably going to get *really stoked* about the beauty pro educator side gig opportunities out there.

Like we said, there's really no limit on what you can do in this field, but if you're seeking a side gig that enables you to impart your wisdom to another person, we highly recommend you at least take a look at the possibilities within the education realm.

Not sure what we mean by beauty pro education? Think about jobs like a **career coach, career educator, beauty ambassador, expo presenter, speaker, industry specialist**, and more.

### *Easy Money in the Industry*

Are you motivated by money? Hey, we get it. If this sounds like it's right up your alley, you can bet that this side hustle pathway is going to be for you. Believe it or not, there are plenty of easy money opps out there for beauty pros lookin' to start a side gig.

If you're after some easy money that doesn't require a ton of extra time or resources, think about things like **offering salon or spa express services** (AKA quick, easy services that people need that don't eat up a ton of your time), **renting** out your salon, booth, shop, or chair when you're on vacation or taking an off-day, or **men's grooming**.





## Freelance Your Skills

Traditional beauty pro jobs will always exist—but the way we do them might change. For example, freelance beauty is becoming more prominent than ever. So it sounds like an A-OK time to dip your toes into this opportunity pool, right?

Think about getting into **on-demand freelance services**, whether you set it up on your own or join an on-demand app. Consider hiring out your set of skills for **special events, weddings**, and more. Or branch out of your current skill set and **add on a freelance gig** for something that's hot-hot-hot in the industry (we're lookin' at you, lash extension trend).

## Entrepreneur Extraordinaire

Get innovative and inventive by becoming an entrepreneur extraordinaire within the beauty industry! There are so many amazing opportunities out there for talented beauty professionals who have an entrepreneurial spirit about them.

Try things like **creating your own beauty products, inventing tools and accessories, optimizing shop and salon processes**, and changing the beauty world as you know it. We are big fans of this side gig pathway, so much so that we wrote an entire blog about the possibilities that lay waiting for you if you choose to take this journey. [Check it out right here](#) for more beauty pro entrepreneurial insight.

Do any of those side hustle paths speak to you? Do you feel like you've finally found your direction? Whether you're ready to tackle your side gig or you're just now letting the creative wheels in your brain turn, know that you can do anything you set your mind to. Our advice? Don't rush the process, but don't be afraid to go for it—you can handle it, you can do it, and you can accomplish *anything you set your mind to*.

## Get Busy, Get Covered—Liability Insurance is a Must

If your mind is racing with the possibilities and benefits a side hustle can bring, then we've pretty much done the job we set out to do. Remember, there's no limit on the type of side gig you can start in the beauty industry—that's sort of the *beautiful* thing about the biz (in our opinion, anyway).



Every side hustle will be different. Every **why** will be different. And every long list of side gig benefits will be different, too. In other words, no two side gigs are going to be alike—like, at all.

But you know what **every side hustle biz** has in common?

*The need for reliable protection and a safeguarded future.*

Yep, we're doling out the insurance talk now.

You're probably sitting there saying somethin' like, *"all this good, solid advice so far—and now this book is gonna try to sell me an insurance policy?"*

Look, that's a fair thought process. We're not taking it personally. But the fact of the matter is—we don't even care if you pick a policy with Elite Beauty Society.

OK—scratch that, we *care*, but we *care more about your well-being overall*. Choose a policy with us, don't choose a policy with us—whatever you do, we want you to be covered because **professional liability insurance is so damn important**.

We're going to say something bold here—every side gig you run needs to be covered with professional and general liability insurance. Why? Well, for a few reasons:

- Protect your assets
- Safeguard your license
- Cushion your career
- Mitigate risk

Protect you against general liability, professional liability, and product liability

Ultimately, no matter what type of beauty side hustle you're planning to kickstart, you're going to be dealing with people in some form or another—whether you're running a freelance, express nail service where you're touching clients directly or you're masterminding beauty products that clients will be using. You **need to be protected for every eventuality, unlikely event, and outlandish eventuality—even if nothing bad ever happens**.

This is the part where we say something like, "here's how Elite Beauty Society can help."

Because to be totally honest, we can and we do.





Our insurance at Elite Beauty Society is literally designed *directly for beauty pros like you*. In other words, we **only create policies for people in the beauty industry**. And honestly? We do it all. From part-time coverage to full-time coverage, from beauty school coverage to mobile coverage that follows you everywhere you go (which is *huge* for side gigs that are mobile, scalable, and could be on the go between state lines), EBS has you covered.

But listen, we don't expect you to just take our word for it (we probs wouldn't either). We want you to see it all with your own eyes. Check out everything you'd ever need to know about our [beauty pro liability insurance right here](#)—trust us, you're gonna like what you see.

The best part? We've got a hell of a lot of member benefits that you're going to love—and we're not just talkin' an EBS t-shirt and a discount on a latte. We offer benefits that are all about driving your career—and your life—forward in positive, progressive directions. Check out everything we offer through our [member benefits package right here](#).

### ***Your Side Gig is So Close—Are You Ready to Kickstart Your Side Hustle?***

Inspired? Amped up? Ready to get your side hustle going like *right freakin' now*? We sure as heck hope so! Remember, anything you're dreamin' about, you can achieve. All it takes is a little hard work, a ton of dedication, and the drive we know you've already got.

If you're ready to propel your career forward, if you're ready to change the way you make money, if you're ready to unashamedly and relentlessly chase down your passions, then you're ready to start your side hustle. And you better believe that the entire team at Elite Beauty Society is going to be here to support, protect, and cheer you on every step of the way!

# ELITE BEAUTY SOCIETY

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